

AD0-300^{Q&As}

Adobe Campaign Business Practitioner

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QUESTION 1

A campaign business practitioner refers to the URLs and clicks streams report after executing the delivery. Which breakdown can the campaign business practitioner view?

- A. Links that were clicked
- B. Operating system
- C. Clicks by day of week
- D. Delivery success and failures

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/RPT_Accessing_built-in_reports_Reports_on_deliveries.html

QUESTION 2

Which best practice should a user take to move an improperly placed campaign into the correct program folder?

- A. Rename the improper program location to the appropriate program
- B. Recreate the campaign in correct program
- C. Select the correct program dropdown in the campaign edit tab
- D. Click and drag the campaign into the appropriate program

Correct Answer: C

Reference: https://docs.campaign.adobe.com/doc/AC/en/PTF_Administration_basics_Access_management.html

QUESTION 3

What is the value for status and state of the edit options in a Recipient Delivery logs when a campaign reaches the schedule end date?

- A. Finished and can no longer be edited
- B. Finished but can still be edited
- C. Completed and can no longer be edited
- D. Completed but can still be edited

Correct Answer: D

QUESTION 4

Which is mandatory when creating a new campaign?

- A. Label
- B. Start date
- C. Plan
- D. Channel

Correct Answer: A

Reference: https://docs.campaign.adobe.com/doc/AC/en/CMP_Orchestrate_campaigns_Setting_up_marketing_campaigns.html

QUESTION 5

During a testing phase, a Campaign Business Practitioner needs to send the test emails to a personal email addresses to see how they look in the inbox. The Campaign Business Practitioner is NOT in the recipient table.

How should the Campaign Business Practitioner - Perform this task?

- A. Pick any email address and use the preview to see what it looks like
- B. Go through the standard process for adding recipients
- C. Type the address into the "To:" section
- D. Add the email to a seed list

Correct Answer: C

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